

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims and ADD claim 28 in accordance with the following:

1. (CURRENTLY AMENDED) A method for managing a virtual store on a network, comprising:
  - displaying the virtual store in response to a request from a client over the network;
  - displaying a top page of the virtual store having a salesperson selecting section ~~and~~ together with a product catalog selecting section in response to the request;
  - displaying a product catalog page having a plurality of products in response to the client specifying the product catalog selecting section of said top page, displaying a chat display catalog page by setting a chat channel between a salesperson responsible for a product and the client in response to the client specifying the product from said product catalog page, and displaying character data corresponding to a chat that they have;
  - displaying a responsible salesperson page having a plurality of responsible salespersons in response to the client specifying the salesperson selecting section of said top page, displaying a chat display section in said responsible salesperson page by setting a chat channel between a salesperson and the client in response to the client specifying the salesperson among said plurality of responsible salespersons from said responsible salesperson page, and displaying character data corresponding to a chat that they have; and
  - selecting an attribute of a corresponding product based on a key word extracted at a real time from character information during a chat currently underway, emphasizing the attribute on an image of said product and adjusting display of the image of said product in real time in response to the attribute selected based the extracted key word.
2. (PREVIOUSLY PRESENTED) The method according to claim 1, wherein in said setting, when the client selects the salesperson in the virtual store, the chat channel between the selected salesperson and the client is set, and when the client selects the product, the chat channel between a salesperson in charge and the client is set.

3. (PREVIOUSLY PRESENTED) The method according to claim 1, wherein said selecting comprises displaying plural attributes that can be selected for said product and emphasizing an attribute selected from said plural attributes on the image of said product.

4. (PREVIOUSLY PRESENTED) The method according to claim 3, wherein said selecting comprises displaying plural colors, plural shapes and plural display positions as the plural attributes that can be selected for said product and emphasizing a specific attribute selected from said plural attributes on an image of said product.

5. (PREVIOUSLY PRESENTED) The method according to claim 1, which further comprises recording a log of the chat between said client and the salesperson and then analyzing the recorded chat log to perform marketing.

6. (PREVIOUSLY PRESENTED) The method according to claim 5, wherein said recording comprises extracting a key word from the recorded chat log and dispatching an advertisement corresponding to the extracted key word to a client.

7. (PREVIOUSLY PRESENTED) The method according to claim 5, wherein in said recording, the key word is searched from the content of the client's chat and an advertisement list wherein product data corresponding to the key word and client data are combined is prepared.

8. (PREVIOUSLY PRESENTED) The method according to claim 1, which further comprises supplying a chat channel between clients using the virtual store, recording a log of chats, and then analyzing the recorded chat log to perform marketing.

9. (PREVIOUSLY PRESENTED) The method according to claim 8, wherein in said supplying data resulting in purchase of the product is cut out from the chat log between the clients and is collected on selling of the product.

10. (PREVIOUSLY PRESENTED) The method according to claim 9, wherein in the case that said data resulting in the purchase of the product is cut out in the supplying, a reward or a privilege is supplied to the client supplying the cut-out data.

11. (CURRENTLY AMENDED) A method for using a virtual store on a network, comprising:

displaying the virtual store on the network;

displaying a top page of the virtual store having a salesperson selecting section ~~and~~ together with a product catalog selecting section in response to a request from a client;

displaying a product catalog page having a plurality of products in response to the client specifying the product catalog selecting section of said top page, displaying a chat display catalog page by setting a chat channel between a salesperson responsible for a product and the client in response to the client specifying the product from said product catalog page, and displaying character data corresponding to a chat that they have;

displaying a responsible salesperson page having a plurality of responsible salespersons in response to the client specifying the salesperson selecting section of said top page, displaying a chat display section in said responsible salesperson page by setting a chat channel between a salesperson and the client in response to the client specifying the salesperson among said plurality of responsible salespersons from said responsible salesperson page, and displaying character data corresponding to a chat that they have; and

selecting an attribute of a corresponding product based on designation of a key word extracted at a real time from character information during a chat currently underway, emphasizing the object on an image of said product and adjusting display of the image of said product in real time in response to the attribute selected based the extracted key word.

12. (PREVIOUSLY PRESENTED) The method according to claim 11, wherein in said displaying, when the salesperson in the virtual store is selected, a chat with the selected salesperson is made, and when the product is selected, a chat with a salesperson in charge is made.

13. (PREVIOUSLY PRESENTED) The method according to claim 11, wherein said selecting is displaying plural attributes that can be selected for said product and emphasizing an attribute selected from said plural attributes on an image of said product.

14. (PREVIOUSLY PRESENTED) The method according to claim 13, wherein said selecting is displaying plural colors, plural shapes and plural display positions as the plural

attributes that can be selected for said product and emphasizing a specific attribute selected from said plural attributes on an image of said product.

15. (PREVIOUSLY PRESENTED) The method according to claim 11, which further comprises receiving an advertisement corresponding to a key word extracted from a log of the chat recorded in said virtual store.

16. (PREVIOUSLY PRESENTED) The method according to claim 11, which further comprises using a chat channel supplied by the virtual store to have a chat with another client.

17. (PREVIOUSLY PRESENTED) The method according to claim 16, wherein in said using, received is a reward or a privilege supplied in the case that data resulting in purchase of the product from the chat log between the clients recorded in the virtual store is cut out.

18. (CURRENTLY AMENDED) A computer-readable recording medium for controlling a server computer, wherein a program for managing a virtual store on a network, which is carried out in the computer server, is stored, wherein said managing program comprising:

displaying the virtual store in response to a request from a client,

displaying a top page of the virtual store having a salesperson selecting section and together with a product catalog selecting section in response to the request;

displaying a product catalog page having a plurality of products in response to the client specifying the product catalog selecting section of said top page, displaying a chat display catalog page by setting a chat channel between a salesperson responsible for a product and the client in response to the client specifying the product from said product catalog page, and displaying character data corresponding to a chat that they have;

displaying a responsible salesperson page having a plurality of responsible salespersons in response to the client specifying the salesperson selecting section of said top page, displaying a chat display section in said responsible salesperson page by setting a chat channel between a salesperson and the client in response to the client specifying the salesperson among said plurality of responsible salespersons from said responsible salesperson page, and displaying character data corresponding to a chat that they have; and

selecting an attribute of a corresponding product based on a key word extracted at a real time from character information during a chat currently underway, emphasizing the attribute on an image of said product and adjusting display of the image of said product in real time in response to the attribute selected based the extracted key word.

19. (PREVIOUSLY PRESENTED) The recording medium according to claim 18, which further comprises recording a log of the chat between said client and the salesperson and then analyzing the recorded chat log to perform marketing.

20. (PREVIOUSLY PRESENTED) The recording medium according to claim 18, which further comprises supplying a chat channel between clients using the virtual store, recording a log of chats, and then analyzing the recorded chat log to perform marketing.

21. (CURRENTLY AMENDED) A method, comprising:  
displaying a product selected by a user over a network responsive to a selection of a product catalog page ~~from selectable options including~~ displayed together with a salesperson selection page;  
establishing a chat with the user about the product over the network;  
analyzing the chat for a key word associated with the product during the chat;  
highlighting the keyword in the chat;  
allowing the user to select the key word in the chat; and  
emphasizing a product attribute of the selected key word in the displayed product and adjusting the display of the product in real time in response to the selected key word in the chat, where the user is enabled to select a salesperson among plurality of salespersons for the chat without selecting the product.

22. (CURRENTLY AMENDED) A method, comprising:  
analyzing a chat with a user over a network for a key word about a product responsive to selection of a first option providing a product catalog page ~~among selectable options including~~ displayed together with a second option providing a salesperson selection page; and  
displaying to the user an attribute of the product corresponding to the key word with emphasis and adjusting the display of the product in real time in response to the emphasized key word in the chat, where the user is enabled to select a salesperson among plurality of

salespersons for the chat without selecting the product.

23. (CURRENTLY AMENDED) A method, comprising:  
displaying a product selected by a user over a network in response to selection of a product page ~~from displayed selectable options including~~ displayed together with a salesperson page;  
analyzing a chat with the user over the network for a key word about the product; and  
emphasizing an attribute of the product corresponding to the key word in the displayed product to adjust the display of the product in real time in response to the analyzed key word, where ~~said selectable options enable the user~~ is enabled to instantly ~~be connected~~ connect with a salesperson among salespersons made available via said salesperson page or view said attribute of said product by selecting said product page.
24. (CANCELLED)
25. (CANCELLED)
26. (CURRENTLY AMENDED) A method of managing a virtual store on a network, comprising:  
displaying a top page of a virtual store having a salesperson selecting section ~~and~~ together with a product catalog selecting section, said top page being displayed in response to a user request;  
displaying a product catalog page having a plurality of products responsive to a selection of said product catalog selecting section, displaying a chat display catalog page by setting a chat channel between a salesperson responsible for a product specified from said products and the user, and displaying character data in a chat between said salesperson and the user;  
displaying a responsible salesperson page having a plurality of responsible salespersons responsive to a selection of said salesperson selecting section, displaying a chat display section in said responsible salesperson page by setting a chat channel between a specified salesperson among the salespersons and the user, and displaying character data in a chat between said specified salesperson and the user;  
extracting a key word from the chat between the user and said specified salesperson in real time to customize a first display of the product; and

providing a second display of the product by customizing the first display of the product during the chat in response to a selection from available attributes of the product provided based on the extracted key word.

27. (PREVIOUSLY PRESENTED) The method according to claim 26, wherein said keyword is extracted from content of the chat without requiring input of said specified salesperson and the user participating in the chat, and

information of the product presented to the user participating in the chat is modified to correspond with an attribute of the product retrieved based on the key word extracted during the chat.

28. (NEW) A method for managing a virtual store on a network, comprising:  
displaying the virtual store in response to a request from a client over the network;  
displaying a top page of the virtual store having a salesperson selecting section and a product catalog selecting section in response to the request;

displaying a product catalog page having a plurality of products in response to the client specifying the product catalog selecting section of said top page, displaying a chat display catalog page by setting a chat channel between a salesperson responsible for a product and the client in response to the client specifying the product from said product catalog page, and displaying character data corresponding to a chat that they have;

displaying a responsible salesperson page having a plurality of responsible salespersons in response to the client specifying the salesperson selecting section of said top page, displaying a chat display section in said responsible salesperson page by setting a chat channel between a salesperson and the client in response to the client specifying the salesperson from said responsible salesperson page without requiring the client to specify a product for which the salesperson is responsible, and displaying character data corresponding to a chat that they have; and

selecting an attribute of a corresponding product based on a key word extracted at a real time from character information during a chat currently underway, emphasizing the attribute on an image of said product and adjusting display of the image of said product in real time in response to the attribute selected based the extracted key word.